



## PRESS RELEASE

### **Galeries Lafayette Champs-Élysées is launching *Retail Academy*, a bespoke training programme for the employees of its future Parisian flagship store**

**Paris, November, 15<sup>th</sup> 2019**

Alongside the recruitment campaign launch for the future Galeries Lafayette Champs-Élysées flagship store, which will open its doors in spring 2019, Galeries Lafayette has unveiled the *Retail Academy*, a bespoke training programme designed to develop the store's future employees in a brand new sales model that is both omnichannel and client-focused. This unique programme will be used to train the 300 sales advisors or "Personal Stylists" who are currently being recruited by Galeries Lafayette and who will serve the store's future clients.

Devised by the Galeries Lafayette Academy - company's in-house training school - and the IFM (French Institute of Fashion), this exclusive and innovative course will help to transform into a tangible reality the vision of the future Parisian store to become a laboratory for the retail of tomorrow. It aims to guide the employees through the change process underway as retail moves into the digital age by focusing on three major challenges:

- Maintain the standards of excellence while also developing a bespoke approach to retail that is both professional and relaxed;
- Encourage a new advisory stance, transforming product expertise into client expertise with a spotlight on relationships and customisation;
- Breath live into a "connected community" of employees and a genuine network of influencers, taking inspiration from a variety of cultural trends, in fashion, art and gastronomy for example, to intuitively spread our values and promote team spirit and collective intelligence.

The 300 "Personal Stylists" as they are known, will be selected above all for their quirky personality, their love for fashion and their grasp of digital tools, because they will be equipped with omnichannel solutions to allow them to provide customers with a seamless experience.

The Personal Stylists – a combination of experts in fashion and trends, cultural influencers and concierges – make services more accessible and guide customers throughout the entire shopping journey, independently of brand and style to create customised "mix & match" silhouettes that perfectly satisfy customers' desires.

To develop this bespoke programme, the Galeries Lafayette Academy and IFM have worked in close collaboration with various partners including experts from "Clefs d'Or" (the international professional association of hotel concierges), a benchmarks for excellence in customer service, as well as

influencers and start-ups that bring a different vision of innovation and trends in fashion, digital and lifestyle. The course will include face-to-face learning sessions (such as themed workshops, coaching and seminars with specialists) as well as tutorials and online training to provide a regular input for employees in their day-to-day work.

**For further information about the Galeries Lafayette Champs-Élysées recruitment campaign, go to [recrutement.galerieslafayette.com](http://recrutement.galerieslafayette.com)**

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### **About Galeries Lafayette**

Leading department store in France and famous all around the world, Galeries Lafayette has for the past 120 years been the undisputed expert in fashion and events, striving to make each visit to be a unique experience by offering French and international clients a constantly renewed selection of the best brands, ranging from the affordable to premium. Present in the fashion, accessory, beauty, interior decoration, fine foods, catering and outlet sectors, Galeries Lafayette is celebrated for its network of 61 stores in France and abroad, including the flagship store on the Boulevard Haussmann in Paris and its online shopping site, [galerieslafayette.com](http://galerieslafayette.com). More information on [galerieslafayette.com](http://galerieslafayette.com)